

# Our Playbook

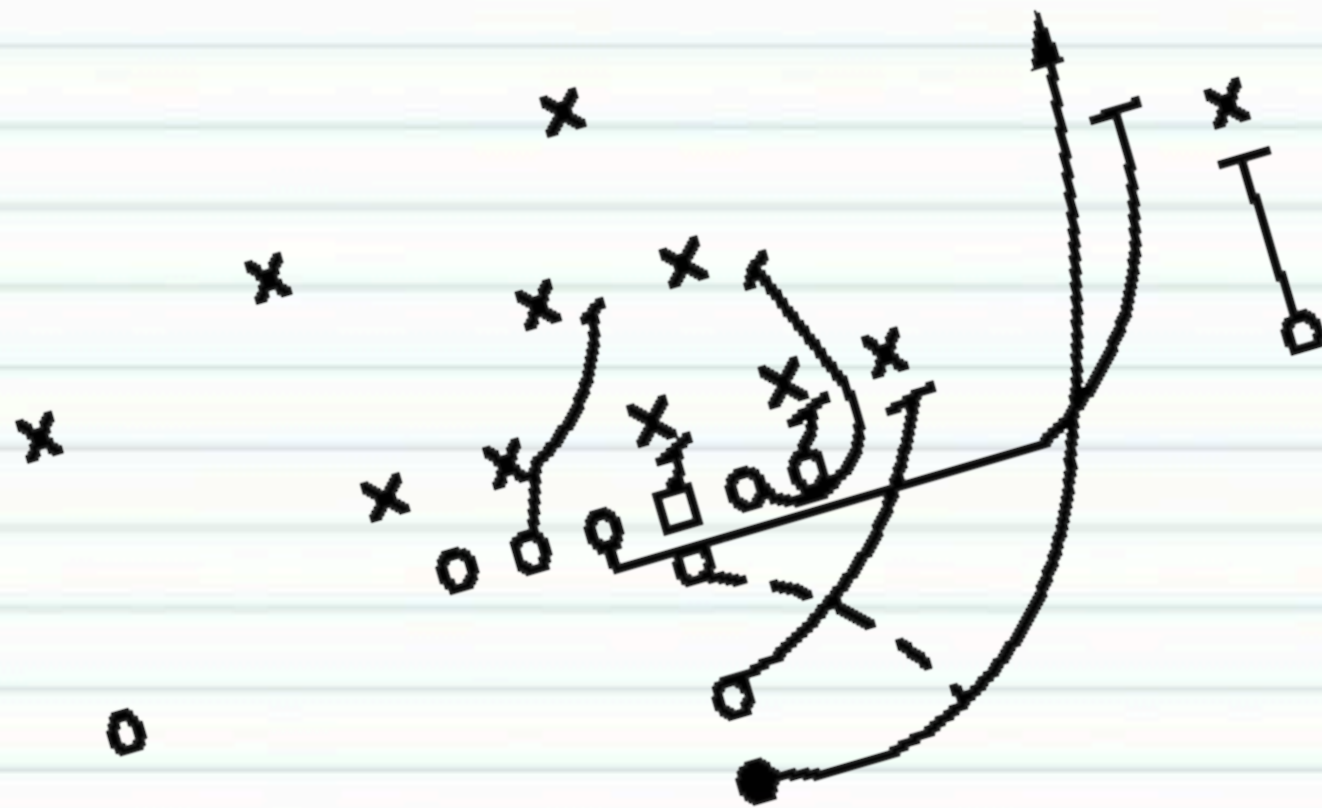
## on Averting the Fiscal Cliff





# Messaging Tools

## on Averting the Fiscal Cliff



**Media Advisories**



**Roundtable Events**



**Press Releases**



**Social Media**



**Op-Eds**



**Tele-Townhalls**

# Situation Analysis



- ✓ President has public meetings, rallies to pressure GOP to raise taxes on high income brackets.
- ✓ Democrats in Congress continue to advocate for tax increases, not needed spending cuts.
- ✓ Democrat proposals would hurt small businesses and cost jobs.
- ✓ Republicans have proposed a balanced bipartisan approach with significant cuts, added revenue through tax reform with lower rates.

# Our Playbook: In District



- ✓ **House Republicans should take our message to small businesses across America**
- ✓ Contrast our balanced approach with Congressional Democrats
  - ✓ Hold roundtables events with small businesses
  - ✓ Visit local small businesses
  - ✓ Write op-eds
  - ✓ Talk to local media



# Recent Polling



- ✓ Public support for raising the top tax rate plummets when it means raising tax rates on small businesses
- ✓ Opposition to raising tax rates on small businesses is significant

**Which is the better way  
to raise tax revenue?**



**Reforming the tax code to lower  
tax rates, and close loopholes**

**61 percent**



**Raising tax rates on those  
make over \$250,000 per  
year**

**28 percent**



**Don't Know/Refused**

**10 percent**

Who's pushing us  
towards the cliff?



- ☒ **The President should talk to those Congressional Democrats who are delaying**
  - ☒ They want to raise tax rates on small businesses rather than make needed spending cuts
- ☒ **Republicans are united to avoid the fiscal cliff and are willing to consider revenue paired with:**
  - ☒ Tax reform and lower rates
  - ☒ Meaningful spending cuts





**GOP Members will be presented a communications package on Thursday**



**House Republicans are coordinating with a coalition representing American small businesses**



**House Republican leaders will also meet next week on Capitol Hill with a group of small business leaders**



# 2013 House Republican Member Retreat

- ☒ Wednesday, January 16 through Friday, January 18
- ☒ Location: To Be Announced
- ☒ Hosted by the Congressional Institute